



**WTKR-TV**  
**720 Boush Street**  
**Norfolk, VA 23510-1583**  
**(757)446-1000**

www.wtkr.com

# CONTRACT

<u>Contract / Revision</u> 587820 /		<u>Alt Order #</u> 7916023
<u>Product</u> RNC #3561		
<u>Contract Dates</u> 11/02/12 - 11/04/12		<u>Estimate #</u> 20116/3561
<u>Advertiser</u> Republican National Committee		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 8380	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**National Media Research Planning & Placement**  
**Attention: Kristy Moran**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	3	11/04/12	11/04/12	NFL Football (Early)	1-4p		:30			NM	1	\$9,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$9,750.00			
N 2	3	11/02/12	11/02/12	Friday Prime	10-11pm		:30			NM	1	\$6,715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$6,715.00			
N 3	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$3,000.00			
N 4	3	11/04/12	11/04/12	NFL Football	4-7pm		:30			NM	1	\$11,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$11,750.00			
N 5	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	1	\$13,770.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$13,770.00			
N 6	3	11/04/12	11/04/12	Sunday Prime	8-9pm		:30			NM	1	\$8,245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$8,245.00			
N 7	3	11/03/12	11/03/12	NCAA Football	Various		:30			NM	1	\$6,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$6,025.00			
N 8	3	11/03/12	11/04/12	Late News (Sa-Su)	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----SS				2	\$3,000.00			
N 9	3	11/04/12	11/04/12	Sunday Prime	10-11pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$7,000.00			
N 10	3	11/04/12	11/04/12	Sunday Prime	9-10pm		:30			NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$7,000.00			
<b>Totals</b>											<b>11</b>	<b>\$79,255.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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587820 /	7916023

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
11/02/12 - 11/04/12	RNC #3561	20/116/3561

<u>Advertiser</u>	<u>Original Date / Revision</u>
Republican National Com	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/04/12	11	\$79,255.00	\$67,366.75
<b>Totals</b>	<b>11</b>	<b>\$79,255.00</b>	<b>\$67,366.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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